A-4

A Study of East Zone Radio and TV Habits

Report No. A-4
Series No. 3
October 29, 1956

UNCLASSIFIED

RESEARCH STAFF
OFFICE OF PUBLIC AFFAIRS
AMERICAN EMBASSY

I N T R O D U C T I O N

As usual, the Berlin trade fair attracted a considerable number of East Zone people. Some 311,000 visitors or roughly 46 per cent of the total fair attendance came from the Soviet sector of Berlin and all parts of East Germany. As in previous years, the Research Staff used this opportunity to sample the East Zone visitors and study radio listening habits behind the Iron Curtain.

Since the interview situation on the fair ground allowed for a short questionnaire only, the study design focused primarily on gathering as much information as possible about actual listening to and reception conditions for the programs of RIAS, the VOA and BBC in East Germany. Some data on frequency of television viewing and audience distribution in the East Zone were gathered in addition to the information on radio listening, but any program reactions and evaluations were necessarily precluded from this investigation.

Instead of the usual probability sampling a quota sample was utilized because the objective of the study was to secure a sample as closely representative as possible of East Zone residents as conditions permitted. Therefore, two major controls were exercised in order to achieve the proper proportions as to sex and geographical distribution in the sample as actually exist within the East Zone population. The reader should be reminded, however, that the sample had to face two considerable shortcomings (a) the absence of sufficient up-to-date statistics concerning the population itself and (b) the assumed bias inherent in the usage of those East Germans who came to the West and allowed themselves to be interviewed.

Nevertheless, trend comparisons may be considered rather valid since the occasion and procedure with whatever limitations and biases exist were exactly the same this year as last year.

Interviewing was conducted under German auspices by DIVO - Gesellschaft fuer Markt- und Meinungsforschung m.b.H., Frankfurt/Main, a German survey organization working under contract with the Research Staff.

S U M M A R Y

I. Listening to RIAS

RIAS continues to be the single most often heard radio station in East Germany. While most RIAS listeners still hear the programs during the evening hours and over medium wave, the RIAS audience now listens with greater frequency as compared to 1955. The political programs of RIAS are mentioned by nearly 9 out of 10 RIAS listeners as a program to which they usually listen.

Reception conditions have apparently improved since 1955 and seem to be better in all East Zone Laender. Sachsen-Anhalt shows the best improvement of RIAS reception. F.M. continues to give the best reception conditions whereas medium wave affords still the least satisfaction. Despite the seeming overall improvement of RIAS reception over the last year, RIAS listeners are still not satisfied with reception conditions.

In a comparatively evaluation of RIAS and SFB by those who listen to both, RIAS is considered the better source of information by a 2:1 margin, while the continued necessity of RIAS despite the establishment of SFB is confirmed by almost 9 out of 10 from the combined RIAS-SFB audience.

II. VOA Listening

Comparison of the results with those found in 1955 shows not only that the size of the VOA audience in the East Zone has remained about the same over the last year, but that the VOA audience now listens more faithfully. As was found last year, RIAS remains the chief channel for hearing VOA.

The gain in quality of VOA reception appears to be due principally to reported improved reception of RIAS. Where RIAS reception is good, VOA listeners rely mostly on it, and where RIAS reception seems to suffer VOA listeners appear to turn to other West German stations.

III. BBC Listening

Whereas in 1955, the clear majority of East Zone radio listeners listened to BBC (55%) recent findings indicate that only 4 out of 10 (41%) still hear the BBC to any extent. The frequency with which the BBC audience listens, however, has greatly improved. While last year only 48% reported listening at least several times a week, 69 per cent do so now. Evening hours are the main times for listening to the BBC when news and political programs are the most popular items. The slight improvements found in BBC reception are, however, not as large as found for RIAS and VOA. Nevertheless, the BBC still seems to enjoy somewhat better reception conditions than RIAS or the VOA.

IV. East Zone Television Audience

About a quarter of the East Zone residents say that they watch DDR television programs. The TV audience, however, consists mainly of infrequent viewers. Only 22 per cent of those who do watch television say that they watch TV at least several times a week. Most of the television audience (42%) view programs two to four times a month. A high percentage of the TV audience, however, (73%) reported that they see the programs on private sets. Also of note was the finding that about 4 out of 10 TV viewers also receive West German TV programs in sound and picture. Almost one-tenth (8%) of the East Zone TV viewers watch the West German TV program daily, while another 5 per cent see it several times a week and 16 per cent several times a month. The largest slice of the West German TV viewers is found in Brandenburg.

I. General Listening Habits and Comparative Judgments

ALMOST ALL ARE RADIO LISTENERS ...

Judging from the results of this study, radio listening continues to be a very popular source of information and entertainment in the parts of Germany behind the Iron Curtain, since almost all of the respondents identified themselves as radio listeners. The difference of 3 per cent between the 1955 results and the present findings are statistically insignificant. One must assume, however, that the percentage is slightly inflated since it can be assumed that the respondents are likely to be more active and better informed than the East Zone population (since they have gone to the trouble of traveling to West Berlin for the Fair).

"Do you listen to the radio in the East Zone?"

	East Zone Visitors to West Berlin Industrial Fair 1955 (399)	East Zone Visitors to West Berlin Industrial Fair 1956 (517)
Yes	100%	97%
No	-	3
	100%	100%

In the subsequent sections of this report all figures are based upon radio listeners (97% = 100%).

RIAS MOST OFTEN HEARD STATION ...

Since the category "East Zone stations" actually comprises a number of stations RIAS emerges as the single most often heard station in the East Zone.

The East Zone audience of RIAS remained very stable over the last year. In other words, a clear majority (57%) continues to tune in to RIAS. The "East Zone stations", "Sender 'Freies Berlin'" and "Other West German stations" indicate considerable gains in their audience over the last year, principally at the expense of the BBC and the stations comprising the former NWDR.

"To which stations do you usually listen?"

	East Zone Radio Listeners at the West Berlin Industrial Fair 1955 (399)	East Zone Radio Listeners at the West Berlin Industrial Fair 1956 (500)
East Zone stations	65%	81%
RIAS	58	57
"Sender 'Freies Berlin'"	34	45
NDR (Hamburg)	62	29 } 47
WDR (Cologne)		18
Other West German stations	12	29
BBC	22	11
"Sued/West Funk"	18	9
Other stations	19	5
	290%@	284%@

@ Some respondents gave more than one answer.

Population group comparisons reveal that the only variation in RIAS listening can be seen in the different Laender, where the greater range is between Brandenburg and Mecklenburg. In other words, in Brandenburg listening to RIAS is more than twice as frequent as in Mecklenburg (85% as compared with 39%). The RIAS audience in Brandenburg is even significantly greater than the total audience to all the "East Zone stations" put together.

While there is little difference in listening to RIAS on the basis of sex, age, education, or city size, the BBC audience seems to consist of more men than women and more listeners among the better educated than among the less educated. City-size-breaks reveal that the BBC audience gains with increasing size of city and reaches its peak in cities with 100,000 inhabitants and over.

"To which station do you usually listen?"

	RIAS	SFB	NDR (Hamburg)	WDR (Cologne)	BBC	Munich	Frankfort	SWF	Stuttgart	Radio Bremen	East Zone Stations	Other Stations	No. of cases
All East Zone Radio Listeners	57%	45%	29%	18%	11%	13%	11%	9%	3%	2%	81%	5%...284%@	500
Sex:													
Men	57	48	33	17	15	12	11	11	3	3	77	5 ...292%@	227
Women	58	43	27	19	8	13	10	8	3	2	84	4 ...279%@	273
Education:													
Elementary school	59	46	28	18	10	11	8	8	1	1	80	3 ...273%@	311
Beyond elementary	56	44	31	19	15	15	15	12	6	4	82	8 ...307%@	189
Age:													
Up to 44 years	59	46	33	23	13	13	12	10	4	4	81	6 ...304%@	241
45 years and over	56	44	26	14	10	12	10	9	2	1	80	3 ...267%@	259
City Size:													
Up to 1,999	61	48	22	19	7	10	6	6	-	1	81	3 ...264%@	69
2,000 to 24,999	57	50	33	19	8	13	7	8	3	1	80	3 ...282%@	157
25,000 to 99,999	58	46	23	15	14	13	15	13	2	2	79	6 ...286%@	127
100,000 and over	57	39	36	20	15	13	13	11	5	5	85	6 ...305%@	147
Land:													
Brandenburg	85	59	23	9	12	3	3	3	3	1	71	3 ...275%@	75
Sachsen	60	43	22	14	16	17	6	7	2	1	84	6 ...278%@	161
Sachsen/Anhalt	54	45	31	27	11	10	12	14	2	2	84	5 ...297%@	124
Thueringen	45	32	28	20	6	22	33	15	5	4	81	3 ...294%@	79
Mecklenburg	39	52	54	21	8	7	-	7	2	8	76	5 ...279%@	61

@ Some repondents named more than one station.

SENDER "FREIES BERLIN" AND RIAS THE TWO MOST FAVORED STATIONS IN THE EAST ZONE ...

RIAS and Sender "Freies Berlin" as in 1955 hold equal positions in station preference, since the present difference of 3 per cent between the two stations is still statistically insignificant.

The only significant change in the present results from that found last year is the decrease registered by the two stations of the former NWDR. The "popularity" of all other stations remained fundamentally unchanged.

"And which one of the stations you usually listen to do you like best?"

	East Zone Radio Listeners at the West Berlin Industrial Fair 1955	East Zone Radio Listeners at the West Berlin Industrial Fair 1956
Sender "Freies Berlin"	19%	23%
RIAS	20	20
NDR (Hamburg)	33	16
WDR (Cologne)		8 } 24
Other West German stations	4	7
East Zone stations	8	4
BBC	3	3
"Sued/West Funk"	5	3
Other stations	2	1
No opinion	6	15
	100%	100%

Study of the data in the following table showing stations preference by the various population groups shows that the only significant variation in preference for RIAS is found in the Land and age breaks. In Brandenburg 37 per cent like RIAS best, while in Sachsen, Sachsen/Anhalt, Thueringen and Mecklenburg there is a steady decline so that in the last Land there are only 5 per cent who say they like RIAS best. This presumably is closely connected with reception conditions which will be dealt with in a later section of this report.

In the age division of East Zone interviewees it was found that people over 45 years of age seemed to be twice as likely to name RIAS as their favorite station (26%) as people 44 years and under (13%).

"And which one of the stations you usually listen to do you like best?"

	RIAS	SFB	NDR (Hamburg)	WDR (Cologne)	BBC	Munich	Frankfort	SWF	Stuttgart	Radio Bremen	East Zone Stations	Other Stations	No opinion	No. of cases
All East Zone Radio Listeners	20%	23%	16%	8%	3%	3%	3%	3%	1%	*%	4%	1%	15%...100%	500
Sex:														
Men	19	25	17	6	4	2	4	3	1	-	2	2	15	227
Women	21	22	15	10	2	3	3	3	*	*	6	1	14	273
Education:														
Elementary school	21	23	16	8	2	3	2	3	-	*	6	1	15	311
Beyond elementary	18	24	15	9	4	2	5	4	2	-	2	2	13	189
Age:														
Up to 44 years	13	26	17	10	4	3	3	3	1	*	5	2	13	241
45 years and over	26	21	16	6	2	2	3	3	-	-	4	1	16	259
City Size:														
Up to 1,999	20	26	12	9	3	3	3	1	-	-	10	-	13	69
2,000 to 24,999	20	28	18	7	1	3	2	3	1	1	3	1	12	157
25,000 to 99,999	21	22	14	8	4	2	4	2	-	-	5	2	16	127
100,000 and over	18	18	17	9	4	3	5	5	1	-	3	1	16	147
Land:														
Brandenburg	37	33	7	3	-	-	-	1	-	-	7	-	12	75
Sachsen	24	21	13	5	4	5	2	2	1	-	4	2	17	161
Sachsen/Anhalt	13	23	16	14	3	2	3	4	-	-	5	2	15	124
Thueringen	17	15	11	9	3	4	13	5	3	-	4	-	16	79
Mecklenburg	5	26	39	10	2	-	-	3	-	2	3	2	8	61

II. Listening Habits of the RIAS Audience

The findings presented in the following section are based upon the 57 per cent (58% in 1955) who identified themselves are RIAS listeners who have been taken as 100 per cent.

Section 1: Frequency of listening, channels and programs

MAJORITY OF RIAS AUDIENCE LISTEN DAILY ...

About 8 out of 10 RIAS listeners appear to be frequent listeners who have remained faithful over the last year by tuning it in at least several times a week. Those people who 'seldom' listen to RIAS, i.e. listen less than once a month, decreased from 13 per cent in 1955 to a negligible 4 per cent in 1956. Therefore it can be said that as a whole the RIAS audience now listens with greater frequency.

"Approximately how often do you listen to RIAS?"

	East Zone RIAS Listeners at the West Berlin Industrial Fair 1955 (231)		East Zone RIAS Listeners at the West Berlin Industrial Fair 1956 (288)	
Daily	78% 59%	86%	81% 53%	96%
Two to six times a week	19		28	
Once a week, several times a month	8		15	
Less than once a month	13		4	
Don't know	1		*	
	100%		100%	

EVENING REMAINS CHIEF PERIOD FOR LISTENING TO RIAS ...

When RIAS listeners were asked at what time of the day they usually listened, almost three quarters replied "in the evening hours." The pattern of replies secured at this year's Berlin Industrial Fair remains largely consistant with that found a year ago.

"At what time of the day do you usually listen to RIAS?"

	East Zone RIAS listeners at the West Berlin Industrial Fair 1955	East Zone RIAS listeners at the West Berlin Industrial Fair 1956
In the morning	38%	27%
At noontime	23	13
In the evening	76	72
	137%©	112%©

* Less than one half of one per cent.
© Some respondents gave more than one answer.

MEDIUM WAVE STILL MAIN CHANNEL FOR THE RIAS AUDIENCE ...

As to the wave length used in listening to RIAS three quarters (75%) still reported medium wave as their main channel.

"And over which wave length do you tune in?"

	East Zone RIAS Listeners at the West Berlin Industrial Fair 1955	East Zone RIAS Listeners at the West Berlin Industrial Fair 1956
Medium wave	79%	75%
F.M.	16	17
Long wave	12	8
Short wave	1	1
	108%@	101%@

Twice as many now (16%) as in 1955 (8%) were able this time to give the correct frequencies of RIAS medium wave.

"And over which wave length do you tune in?"

IF "Medium wave" mentioned:
"Which frequency?"

	East Zone RIAS Listeners at the West Berlin Industrial Fair 1955	East Zone RIAS Listeners at the West Berlin Industrial Fair 1956
RIAS medium wave, 303 m or 989 kilocycles	5%	12%
RIAS medium wave, 407 m or 737 kilocycles	1 } 8%	3 } 16%
RIAS medium wave, 439 m or 683 kilocycles	2	1
Localization according to dial position without indication of wave length	7	11
Wrong wave length	3	4
No opinion/No answer	61	44
	79%	75%

MEDIUM WAVE AND F.M. MAINLY USED AT NIGHT ...

While those who use long wave seem to use it mostly in the morning (57%), those who use medium wave or F.M. listen over those channels largely at night. The entire pattern of listening is again the same as was found in 1955.

"At what time of the day do you usually listen to RIAS? And over which wave length do you tune in?"

	F.M.		Medium Wave		Long Wave	
	1955*	1956	1955*	1956	1955	1956
In the morning	35%	22%	21%	20%	71%	57%
At noontime	16	8	16	10	29	30
In the evening	49	70	63	70	-	13
	100%	100%	100%	100%	100%	100%

* Original multiple responses converted to 100%.

RIAS' POLITICAL PROGRAMS HEARD BY ALMOST NINE OUT OF TEN ...

When the RIAS listeners were asked to name the programs to which they usually listened, two-thirds of all programs mentioned were political ones.

When instead of the programs mentioned, one classified the RIAS listeners according to whether or not they said that they listened to RIAS' political programs (the basic purpose for the station's existence) it becomes apparent that almost nine out of ten (86%) are getting "the word." As one might expect, the interest in these political broadcasts appears to be greater among the more sophisticated elements of the population, since more men than women and more people with better education than those with elementary schooling prefer the political programs. Older persons (45 years of age and over) also seem to be more attracted by the political broadcasting of RIAS. It is also interesting to note that in Mecklenburg where listening to RIAS is lowest and the reception conditions worst (as will be shown in the following section) the consumption of RIAS' political programs appears to be highest.

"To which programs of RIAS do you usually listen?"

	Political programs	Non-political programs only	No. of cases
East Zone RIAS Listeners	86%	14%...100%	288
Sex:			
Men	91	9	130
Women	83	17	158
Education:			
Elementary school	84	16	183
Beyond elementary	90	10	105
Age:			
Up to 44 years	83	17	142
45 years and over	90	10	146
City Size:			
Up to 1,999	90	10	42
2,000 to 24,999	82	18	89
25,000 to 99,999	91	9	74
100,000 and over	87	13	83
Land:			
Brandenburg	83	17	64
Sachsen	89	11	97
Saehsen/Anhalt	87	13	67
Thueringen	83	17	36
Mecklenburg	92	8	24

Among the political broadcasts of RIAS "News" are naturally most frequently heard (78%) followed by the "Insulaner" (22%). Among the light programs, dance and light music came first while the radio-play "Es geschah in Berlin" (a continued detective story) occupied second place.

"To which programs of RIAS do you usually listen?"

	East Zone RIAS Listeners at the West Berlin Industrial Fair 1956
Political programs	(140%)
News	78%
"Die Insulaner" (The Islanders)	22
Commentaries	9
Broadcasts for the Soviet Zone	8
"The Voice of America"	7
"Pinsel and Schnorchel"	6
Political programs	6
The European Hour	2
Other political programs	2
Light programs	(37%)
Dance and light music	9%
"Es geschah in Berlin" (It happened in Berlin)	7
"Schlager der Woche" (Hits of the Week)	6
Radio plays	5
"Die bunte Palette" (The bright Palette)	2
Other entertainment programs	8
Miscellaneous programs	(31%)
Music and concerts	8
The entire programs of RIAS	5
Farm programs	4
School programs	4
Programs for women	3
Cultural and scientific programs	2
Other broadcasts	5
No opinion/No answer	(2%)
	210%@

@ Some respondents gave more than one answer.

Section 2: Reception of RIAS

RECEPTION REPORTEDLY IMPROVED ...

When the respondents were queried as to the quality of reception, in terms of understandability of RIAS broadcasts, 80% claimed that they can at least follow the program fairly well. The 20% who now indicate such heavy disturbances that they can hear hardly anything should be compared with the 37% reporting such adverse conditions in 1955. Clear reception of RIAS has gone up from 17% last year to 24% now. Thus, improved reception conditions is the clear inference from the increase in reported clear reception and decrease in reported heavy disturbances.

"When you consider these programs of RIAS, what difficulties do you experience in following these RIAS programs via F.M., medium wave, long wave, short wave?"

	East Zone RIAS Listeners at the West Berlin Industrial Fair 1955*	East Zone RIAS Listeners at the West Berlin Industrial Fair 1956
No difficulties, clear reception	17%	24%
Minor disturbances, I can hear nearly everything	20	20
Major disturbances, but I can follow the program fairly well	26	36
Heavy disturbances, I can hear only a little or hardly anything	37	20
	100%	100%

IMPROVED RECEPTION APPARENT IN ALL EAST ZONE LAENDER ...

The following table presents the reception o f RIAS by Laender. It reveals that the overall reception of RIAS has generally improved throughout the East Zone, albeit, in various degrees. With the exception of Mecklenburg at least fairly understandable reception of the RIAS programs is now reported by three quarters or more in all Laender. Thueringen, Sachsen and Sachsen/Anhalt reported the greatest decrease in bad reception with even Brandenburg, where reception was always somewhat better, indicating a considerable improvement in this respect.

Considering only reports of clear reception and only minor disturbances, the great majority of RIAS listeners (58%) in Brandenburg as last year, has no major complaint about reception. All other Laender appear to have increased good reception for RIAS listeners.

* The wording of the question in 1955 was slightly different and went as follows - "When you consider the spoken word programs of RIAS, such as news programs and commentaries, what difficulties do you experience in following these RIAS programs via F.M., medium wave, long wave?"

Sachsen/Anhalt shows the largest improvement for almost half of its RIAS audience can now hear the programs without major difficulties. Good reception in Thueringen (44%) also increased considerably. Even Mecklenburg, the stepchild in terms of RIAS reception, seems to have registered a clear gain in the two best reception categories.

Reception of RIAS by Laender

	Brandenburg				Sachsen				Sachsen/Anhalt				Thueringen				Mecklenburg			
	1955* (63)		1956 (64)		1955* (73)		1956 (97)		1955* (54)		1956 (67)		1955* (36)		1956 (36)		1955* (25)		1956 (24)	
No difficulties, clear reception	27%		30%		16%		21%		11%		27%		11%		15%		8%		21%	
Minor disturbances, I can hear nearly everything		56		58		34		44		28		48		28		44		24		33
	29		28		18		13		17		19		17		29		16		12	
Major disturbances, but I can follow the program fairly well	25		37		26		40		26		33		25		41		44		21	
Heavy disturbances, I can hear only a little or hardly anything	19		5		40		26		46		21		47		15		32		46	
	100%		100%		100%		100%		100%		100%		100%		100%		100%		100%	

* Since the questions used for the above table differ slightly in wording some recalculations had to be made in order to eliminate the multiple answers in the 1955 results and thus make the findings comparable.

F.M. CONTINUES TO GIVE BEST RECEPTION - MEDIUM WAVE STILL LEAST SATISFACTORY ...

While the overall picture is about the same as one year ago, namely F.M. offering the best reception conditions and medium wave the worst, the only real improvement would appear to be in reported reception over F.M.

> "When you consider these programs of RIAS, what difficulties do you experience in following these RIAS programs via F.M., medium wave, long wave?"

	F.M.		Long wave		Medium wave	
	1955*	1956	1955*	1956	1955*	1956
No difficulties, clear reception	50%	71%	14%	25%	10%	14%
Minor disturbances, I can hear nearly everything	25	19	43	25	17	19
Major disturbances, but I can follow the program fairly well	25	6	14	25	30	44
Heavy disturbances, I can hear only a little or hardly anything	-	4	29	25	43	23
	100%	100%	100%	100%	100%	100%

* Since the questions used for the above table differ slightly in wording, some recalculations had to be made in order to eliminate the multiple answers in the 1955 results and thus make the findings comparable.

MORNING HOURS SHOW BIGGEST GAINS FOR 'GOOD' RECEPTION, WITH EVENING HOURS HAVING BIGGEST DECREASE IN HEAVY DISTURBANCES ...

When reception conditions were studied together with time of day during which listening to RIAS occurs, the evening hours register the greatest gains in "understandable" reception, since the 36 per cent reporting heavy disturbances in 1955 decreased to 20 per cent this year. The morning and noon hours, however, also indicate some improvement.

Time of RIAS Listening by Reception

	In the morning		At noontime		In the evening	
	1955 (101)	1956 (73)	1955 (62)	1956 (33)	1955 (211)	1956 (200)
No difficulties, clear reception	20%	26%	15%	27%	19%	22%
Minor disturbances, I can hear nearly everything	26	32	34	21	19	18
	46	58	49	48	38	40
Major disturbances, but I can follow the program fairly well	27	23	24	34	26	40
Heavy disturbances, I can hear only a little or hardly anything	27	19	27	18	36	20
	100%	100%	100%	100%	100%	100%

It is an acknowledged fact that the quality of reception varies not only according to wave length but also according to the time of day during which radio listeners tune in. As the following table shows (in comparison with 1955) F.M. now seems to have somewhat better reception at noon and in the evening. Medium wave shows some gains at noontime and seems to have generally improved in the evening when "heavy disturbances" dropped from 43% (in 1955) to 23% now. Unfortunately the number of cases in most categories is too small to permit firm conclusions.

Time of Listening and Wave Length Tuned in by Reception of RIAS
(Asked of RIAS listeners only.)

	F.M.						Medium Wave						Long Wave					
	In the morning		At noontime		In the evening		In the morning		At noontime		In the evening		In the morning		At noontime		In the evening	
	'55 (10)	'56 (12)	'55 (8)	'56 (4)	'55 (24)	'56 (37)	'55 (51)	'56 (47)	'55 (40)	'56 (22)	'55 (158)	'56 (161)	'55 (18)	'56 (14)	'55 (8)	'56 (7)	'55 (2)	'56 (3)
No difficulties, clear reception	70%	66%	63%	75%	62%	69%	16%	17%	8%	23%	11%	12%	11%	18%	-%	14%	-%	-%
Minor disturbances, I can hear nearly everything	30	17	37	25	25	20	25	36	27	18	16	17	45	40	62	29	-	33
Major disturbances, but I can follow the program fairly well	-	-	-	-	13	8	30	34	35	32	30	48	22	8	13	57	50	33
Heavy disturbances, I can hear only little or hardly anything	-	17	-	-	-	3	29	13	30	27	43	23	22	34	25	-	50	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The following table is presented merely for some further consideration of reception according to wave length and Laender. Because of the further reduced number of cases in each category, the differences are not statistically significant. Nevertheless, they indicate the same tendencies as one year ago, namely that reception in Brandenburg still seems to be better than in the other parts of the Zone over medium wave and F.M. It would appear that long wave conditions continue to be at their worst in Mecklenburg.

RIAS Reception by Wave Length and Laender*
(Asked of RIAS listeners only.)

	Brandenburg		Sachsen		Sachsen/Anhalt		Thueringen		Mecklenburg	
	1955 (7)	1956 (4)	1955 (9)	1956 (20)	1955 (7)	1956 (21)	1955 (5)	1956 (-)	1955 (3)	1956 (3)
Reception over F.M.										
No difficulties, clear reception	86%	75%	55%	70%	28%	71%	80%	-%	33%	67%
Minor disturbances, I can hear nearly everything	14	25	22	15	43	24	20	-	34	-
Major disturbances, but I can follow the program fairly well	-	-	23	10	29	5	-	-	33	-
Heavy disturbances, I can hear only little or hardly anything	-	-	-	5	-	-	-	-	-	33
	100%	100%	100%	100%	100%	100%	100%		100%	100%
	(54)	(59)	(49)	(62)	(41)	(43)	(25)	(30)	(20)	(19)
Reception over Medium Wave										
No difficulties, clear reception	18%	27%	8%	5%	10%	7%	-%	13%	5%	16%
Minor disturbances, I can hear nearly everything	31	27	6	10	7	19	12	27	15	16
Major disturbances, but I can follow the program fairly well	30	41	33	51	27	46	24	47	45	21
Heavy disturbances, I can hear only little or hardly anything	21	5	53	34	56	28	64	13	35	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	(2)	(1)	(15)	(12)	(6)	(3)	(6)	(3)	(2)	(2)
Reception over Long Wave										
No difficulties, clear reception	50%	-%	20%	17%	-%	-%	-%	33%	-%	-%
Minor disturbances, I can hear nearly everything	-	100	53	33	50	-	33	67	-	-
Major disturbances, but I can follow the program fairly well	-	-	7	33	17	33	50	-	50	50
Heavy disturbances, I can hear only little or hardly anything	50	-	20	17	33	67	17	-	50	50
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* Short wave listeners (6 cases) are not included.

RIAS AUDIENCE STILL TENDS TO CALL RECEPTION DETERIORATING ...

Despite the seeming overall improvement of RIAS reception over the last year, RIAS listeners are still not satisfied with reception conditions. This is reflected in the replies to the following question. About one-third (32%) consider RIAS reception worse in the past six months and nearly half (48%) think it is unchanged. Comparing the 1955 replies with these, however, shows that almost twice as many (20%) now feel that conditions have improved than thought so last year (11%). This supports previous indications that RIAS reception has improved over the last year.

"How is the reception of RIAS lately, let's say, during the past six months, has it improved, worsened or is it unchanged? (Somewhat or very much improved? Somewhat or very much worse?)"

	East Zone RIAS Listeners at the West Berlin Industrial Fair 1955		East Zone RIAS Listeners at the West Berlin Industrial Fair 1956	
Very much improved	1%	11%	6%	20%
Somewhat improved	10		14	
Unchanged	51		48	
Somewhat worse	14	35	16	32
Very much worse	21		16	
No opinion	3		*	
	100%		100%	

* Less than one half of one per cent.

Section 3: Comparative evaluation of RIAS and SFB

In the East Zone, the RIAS audience (57% of all radio listeners) is still significantly larger than the proportion listening to "Sender Freies Berlin" (45%). When it comes to station preferences, however, RIAS and SFB hold almost equal positions as the favorite radio station (20% and 23% respectively). In order to provide a direct comparative evaluation of RIAS and SFB some additional questions were asked.

RIAS CONSIDERED BETTER SOURCE OF INFORMATION BY 2:1 MARGIN ...

When the respondents who listened to both stations were asked which of the two they think gives them better information about events in the free world, the preponderance (44%) answered "RIAS", while only 24% thought SFB gave more information. Nearly one-third (31%), however, were in their replies equally favorable to both stations. Naturally, the finding becomes even more favorable for RIAS (over 4 to 1) when RIAS listeners who do not listen to SFB were studied because their station preference already reveals a pro-RIAS bias.

"Considering the situation in the East Zone and your wish to be informed about the events in the free world, which radio station do you think is better as a source of information - RIAS or the station "Freies Berlin"?"

	RIAS listeners also listening to SFB (162)	RIAS listeners not listening to SFB (126)
RIAS	44%	51%
SFB	24	12
Both equally good	31	17
Both equally bad	*	-
No opinion	1	20
	100%	100%

* Less than one half of one per cent.

RIAS STILL CONSIDERED IMPERATIVE FOR EAST ZONE BY 8:1 ...

The second question in the RIAS-SFB comparison asked about the continued necessity of RIAS in view of the establishment of SFB. Despite the use of two negative response categories and only one positive one, almost 9 out of 10 from the combined RIAS-SFB audience gave the one reply favorable to RIAS. In other words, 87% of those who listen to RIAS and SFB expressed their feeling that despite the establishment of SFB, RIAS continues to be just as necessary for the East Zone as it was before. Only a total of 11% chose one of the two negative categories, calling RIAS not as necessary since the establishment of SFB.

"Now that the station "Freies Berlin" is in operation, do you feel that RIAS continues to be just as necessary for the East Zone as it was before, is it not quite as necessary as before, or do you consider it to be entirely unnecessary now?"

	RIAS listeners also listening to SFB	RIAS listeners not listening to SFB
RIAS is just as necessary	87%	87%
RIAS is not quite as necessary as before	9	5
Entirely unnecessary	2	2
No opinion	2	6
	100%	100%

III. Listeners to VOA

Section 1: Frequency and channels of listening

EAST ZONE VOA AUDIENCE REMAINS STABLE ...

Since the "Voice of America" is not a separately identifiable radio station in the eyes of the Germans, but rather a program carried over known stations such as RIAS, Radio Frankfort, Munich, Stuttgart, Bremen, etc. it was not expected that VOA would be mentioned in the first overall question asking for the stations to which respondents usually listen. Therefore, a separate question was used in order to obtain the largest identifiable group to whom more precise queries might later be put.

Trend comparison with the 1955 results show that the size of the VOA audience in the East Zone has remained about the same over the last year. There are still some six out of ten (60%) who hear VOA more or less frequently. The drop of five percentage points from 1955 (65%) to 1956 (60%) is too small to be statistically reliable.

"Do you occasionally listen to the programs of the 'Voice of America'?"

	East Zone Radio Listeners at the West Berlin Industrial Fair 1955 (399)	East Zone Radio Listeners at the West Berlin Industrial Fair 1956 (500)
Yes	65%	60%
No	35	40
	100%	100%

All results presented on the following pages have been derived from that 60 per cent who identified themselves as VOA listeners. This group has been taken as 100 per cent in furnishing the basis for the data to be presented.

EAST ZONE VOA AUDIENCE NOW LISTENS MORE FAITHFULLY ...

As was found concerning the RIAS audience, the proportion of more frequent VOA listeners also increased significantly over the last year. It was found that 60 per cent now either hear VOA daily or at least two to six times a week. This figure should be compared with the 52 per cent who did that in 1955. On the other end of the scale only one out of 10 listeners now tunes in to VOA less than once a month as against a full quarter (26%) who listened that infrequently last year.

"Approximately how often do you tune it in?"

	East Zone VOA Listeners at the West Berlin Industrial Fair 1955 (258)			East Zone VOA Listeners at the West Berlin Industrial Fair 1956 (300)		
Daily	22%	52%	74%	15%	60%	89%
Two to six times a week	30			45		
Once a week, several times a month	22			29		
Less than once a month	26			10		
Don't know	-			1		
	100%			100%		

RIAS REMAINS CHIEF CHANNEL FOR HEARING VOA ...

The figures from the question asking for the channels of VOA listening are almost identical with the 1955 results. RIAS continues to be the main channel for all VOA listening in the East Zone. As was found last year, only about a quarter (23%) hear VOA over other stations than RIAS.

"Do you hear it over RIAS, Radio Munich or some other radio station?"

	East Zone VOA Listeners at the West Berlin Industrial Fair 1955		East Zone VOA Listeners at the West Berlin Industrial Fair 1956	
RIAS	70%		72%	
Munich	24		11	23
Some other radio station ...			12	
Don't know	9		5	
	103%©		100%	

© Some respondents named more than one radio station.

IN BRANDENBURG ALMOST EVERY VOA LISTENER UTILIZES RIAS ...

With two exceptions, the channels utilized by VOA listeners have remained basically unchanged since 1955. In Sachsen/Anhalt listening over RIAS seems to have increased while in Mecklenburg it apparently has decreased. The almost complete reliance of Brandenburg VOA listeners on RIAS as the vehicle for hearing the VOA has been continued.

It must be realized that the radio station used to hear a program is going to be determined in large measure by the quality of the reception. These factors will be explored in the following section of the report.

Station over which Respondent Listens to VOA by Laender
(Asked of VOA Listeners only.)

	East Zone VOA Listeners Generally		Brandenburg		Sachsen		Sachsen/Anhalt		Thueringen		Mecklenburg	
	'55 (258) %	'56 (300) %	'55 (54) %	'56 (59) %	'55 (77) %	'56 (99) %	'55 (55) %	'56 (63) %	'55 (42) %	'56 (48) %	'55 (30) %	'56 (31) %
RIAS	70	72	94	95	68	70	62	81	57	54	67	48
Some other radio stations	24	22	4	3	31	23	27	17	33	38	23	42
Don't know which station	9	6	4	2	8	7	11	2	14	8	10	10
	103©	100	102	100	107©	100	100	100	104©	100	100	100

© Some respondents named more than one station.

Section 2: VOA reception in the East Zone

VOA RECEPTION CONSIDERABLY IMPROVED ...

About nine out of 10 East Zone VOA listeners (92%) can now follow the program at least fairly well despite disturbances. This should be contrasted with the three-quarters (74%) who reported reception as being that satisfactory in 1955. The biggest gain in quality appears in the two top categories, with almost twice as many reporting clear reception without any difficulties as said so last year (30% vs. 17%).

"And how is the reception of the 'Voice of America'?"

	East Zone VOA Listeners at the West Berlin Industrial Fair 1955	East Zone VOA Listeners at the West Berlin Industrial Fair 1956
No difficulties, clear reception	17% } 46%	30% } 64%
Minor disturbances, I can hear everything	29	34
Major disturbances, but I can follow the program fairly well	28	28
Heavy disturbances, I can hear only a little or hardly anything	26	8
	100%	100%

RECEPTION APPARENTLY IMPROVED IN ALL EAST ZONE LAENDER ...

VOA reception in terms of understandability of the programs seems to have improved all over the Zone. In Brandenburg conditions are still the best for 76 per cent now report good reception and <u>everyone</u> can follow the program at least fairly well. However, reports from Thueringen and Sachsen/Anhalt indicate the biggest improvement in VOA reception.

VOA reception in Sachsen and in Mecklenburg, while not apparently improving to the same extent as in Thueringen and Sachsen/Anhalt, has also made considerable gains. The percentages reporting good reception have increased, in Sachsen from 44 per cent to 58 per cent. while in Mecklenburg it has gone from 33 per cent to 58 per cent. In Mecklenburg it is interesting to note that the percentage able to hear only a little or hardly anything is half of what it was a year ago - only 10 per cent as against 20 per cent in 1955.

Reception of VOA by Laender
(Asked of VOA listeners only)

	East Zone VOA Listeners Generally (258)	(300)	Brandenburg (54)	(59)	Sachsen (77)	(99)	Sachsen/Anhalt (55)	(63)	Thueringen (42)	(48)	Mecklenburg (30)	(31)
No difficulties, clear reception	17%	30%	24%	34%	17%	26%	16%	39%	10%	25%	13%	23%
	46	64	63	76	44	58	49	68	31	63	33	58
Minor disturbances, I can hear nearly everything	29	34	39	42	27	32	33	29	21	38	20	35
Major disturbances, but I can follow the program fairly well	28	28	26	24	21	24	22	30	40	33	47	32
Heavy disturbances, I can hear only little or hardly anything	26	8	11	–	35	18	29	2	29	4	20	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

VOA RECEPTION NOW REPORTED AS GOOD OVER RIAS AS OVER OTHER STATIONS ...

The gain in VOA receptions appears to be due principally to reported improved reception of RIAS. Whereas in 1955 VOA reception was found to be slightly better over the other West German stations than over RIAS, that distinction has now been wiped out. Whereas in 1955, forty-five per cent of the VOA audience who received the VOA program over RIAS said that they had no difficulties or only minor disturbances (as against 55 per cent from among those listening over other stations), 65 per cent now report VOA reception that good whether over RIAS or another station.

Reception of VOA over RIAS appears to have significantly improved during the last year. There are more than twice as many respondents now as against last year who report clear reception without any complaints (33% as against 15%).

Station over which Respondent Listens to VOA
(Asked of VOA listeners only.)

	Over RIAS				Over some other radio stations				Don't know over which stations			
	1955 (181)		1956 (217)		1955 (62)		1956 (67)		1955 (23)		1956 (16)	
Reception of VOA												
No difficulties, clear reception	15%	45	33%	65	28%	55	27%	65	9%	22	12%	56
Minor disturbances, I can hear everything	30		32		27		38		13		44	
Major disturbances, but I can follow the program fairly well	27		28		29		28		39		25	
Heavy disturbances, I can hear only little or hardly anything	28		7		16		7		39		19	
	100%		100%		100%		100%		100%		100%	

The final step in analyzing VOA reception is to examine the data when reported reception is cross-tabulated by both area (Land) and station utilized for hearing the VOA. Unfortunately, when this is done the originally limited number of cases is further reduced because of the three factors under consideration. As a result, the percentages in the following table are, statistically speaking, not completely reliable. However, they are worthy of study.

From the following table it can be seen that VOA reception is best in Brandenburg where 77 per cent report good reception over RIAS. This might be the reason why in Brandenburg almost everyone in the VOA audience listens to VOA over RIAS. In Mecklenburg, however, reception of the 'Voice of America' over the West German stations seems to be better than over RIAS. This then may be the explanation for the earlier finding (see page 22) that VOA listeners in Mecklenburg in the past year seem to be switching from RIAS to the other West German stations in order to hear it.

Reception of VOA by Land and Station

	Brandenburg				Sachsen				Sachsen/Anhalt				Thueringen				Mecklenburg			
	Listen to VOA over RIAS	Listen to VOA over another station		Don't know	Listen to VOA over RIAS	Listen to VOA over another station		Don't know	Listen to VOA over RIAS	Listen to VOA over another station		Don't know	Listen to VOA over RIAS	Listen to VOA over another station		Don't know	Listen to VOA over RIAS	Listen to VOA over another station		Don't know
	(56)	(2)		(1)	(69)	(23)		(7)	(51)	(11)		(1)	(26)	(18)		(4)	(15)	(13)		(3)
No difficulties, clear reception	34%	50%		-%	28%	26%		14%	41%	36%		-%	19%	39%		-%	34%	8%		33%
Minor disturbances, I can hear everything	43	77 -	50	100	30	58 35	61	28	28	69 27	63	100	42	61 28	67	50	13	47 61	69	33
Major disturbances, but I can follow the program fairly well	23	50		-	25	22		29	29	37		-	35	33		25	40	23		34
Heavy disturbances, I can hear only little or hardly anything	-	-		-	17	17		29	2	-		-	4	-		25	13	8		-
	100%	100%		100%	100%	100%		100%	100%	100%		100%	100%	100%		100%	100%	100%		100%

IV. BBC Listeners

Section 1: Frequency of listening, times and programs

BBC AUDIENCE HAS DECREASED ...

Whereas in 1955, the clear majority of East Zone radio listeners listened to BBC (55%) recent findings indicate that only four out of 10 (41%) still hear the BBC to any extent. This decrease is in accordance with the data reported in Part I of this report about general listening habits in the East Zone (where it was shown that the BBC audience dropped from 22 per cent of the radio listeners to 11 per cent in 1956).

A - "To which stations do you usually listen?" (Asked of all radio listeners.) - 11 per cent named BBC.

IF "BBC (Radio London)" not named to previous question:

B - "Do you also listen to Radio London, the German program of the BBC?" - 30 per cent said yes.

	East Zone Radio Listeners at the West Berlin Industrial Fair 1955@ (399)	East Zone Radio Listeners at the West Berlin Industrial Fair 1956 (500)
BBC listeners	55%	41%
Not BBC listeners	45	59
	100%	100%

As was done in the previous sections, only actual BBC listeners have been taken as the basis for all the remaining calculations regarding the BBC.

@ The phrazing of the question was slightly different in 1955, "Do you sometimes also listen to the program of Radio London, the so-called British Broadcasting Corporation or BBC?" (Asked of all radio listeners.)

FREQUENCY OF BBC LISTENING, HOWEVER, IMPROVED ...

Compared with last year's results concerning the frequency of listening to BBC, a considerable increase can be found among those who listen at least several times a week. While 1955 only 48 per cent report listening that frequently, 69 per cent do so now.

"Approximately how often do you listen to Radio London?"

	East Zone BBC Listeners at the West Berlin Industrial Fair 1955@ (218)	East Zone BBC Listeners at the West Berlin Industrial Fair 1956 (209)
Daily	16% } 48%	26% } 69%
Two to six times a week	32	43
Once a week, several times a month	26	25
Once a month or less	26	6
Don't know	*	*
	100%	100%

ALMOST EVERY BBC LISTENER HEARS THE PROGRAM AT NIGHT ...

Asked what time of the day they usually listen to Radio London 96 per cent of the BBC audience indicated the evening hours, while 16 per cent tune in sometime during the morning.

"At what time(s) of the day do you usually listen to Radio London?"

	East Zone BBC Listeners at the West Berlin Industrial Fair 1956 (209)	
In the morning		
(No time given)	3%	
Before 0700 hours	7	16%
From 0700 to 1300 hours	6	
In the afternoon		
(Between 1300 and 1900 hours)	2	2
In the evening		
(No time given)	25	
From 1900 to 2000 hours	7	
From 2000 to 2100 hours	45	96
From 2100 to 2200 hours	14	
After 2200 hours	5	
	114%**	

* Less than one half of one per cent.

** Some respondents gave more than one answer.

@ In 1955 the question was phrased: "Approximately how often do you listen to these programs?"

NEWS AND POLITICAL PROGRAMS MOST POPULAR BBC PROGRAMS ...

As with the RIAS broadcasts, news and political programs seem to be the main preoccupation of radio listening in the East Zone. Entertaining programs and "Broadcasts about England" hardly seem to count.

"To which programs of Radio London do you usually listen?"

	East Zone BBC Listeners at the West Berlin Industrial Fair 1956
Political Programs	(145%)
- News Service	73%
- "Program for the Soviet Zone"	37
- Political Comments	35
Entertainment Programs	(18%)
- Quiz and other entertainment programs	18%
Miscellaneous Programs	(18%)
- Broadcasts about England	6%
- Other programs	12
No opinion	(5%)
	186%@

@ Some respondents named more than one program.

Section 2: BBC reception in the East Zone

BBC RECEPTION SOMEWHAT IMPROVED OVER 1955 ...

Comparing the 1955 replies to the question on reception with the latest figures indicates some improvement in reception conditions. The biggest improvement appears in the percentages of those reporting clear reception without any difficulties, for here the 32 per cent found in 1955 increased to 49 per cent.

"And how is the reception of Radio London?"

	East Zone BBC Listeners at the West Berlin Industrial Fair 1955©	East Zone BBC Listeners at the West Berlin Industrial Fair 1956
No difficulties, clear reception	32% } 73%	49% } 78%
Minor disturbances, I can hear nearly everything	41	29
Major disturbances, but I can follow the program fairly well	19	18
Heavy disturbances, I can hear only little or hardly anything	8	4
	100%	100%

BBC RECEPTION BEST IN BRANDENBURG AND THUERINGEN ...

When relating quality of reception with the geographic location of the BBC listeners, it appears that the best reception conditions for BBC are to be found in Brandenburg and Thueringen where almost nine out of 10 (86% and 87% respectively) report either clear reception or only minor disturbances. In Sachsen, Sachsen/Anhalt and Mecklenburg only 73 to 76 per cent indicate such a degree of reception.

"And how is the reception of Radio London?"

	Brandenburg (28)	Sachsen (79)	Sachsen/ Anhalt (47)	Thueringen (30)	Mecklenburg (25)
No difficulties, clear reception	47% } 86%	48% } 74%	56% } 73%	47% } 87%	40% } 76%
Minor disturbances, I can hear everything	39	26	17	40	36
Major disturbances, but I can follow the program fairly well	14	18	23	13	20
Heavy disturbances, I can hear only little or hardly anything	-	8	4	-	4
	100%	100%	100%	100%	100%

© In 1955 question read as follows - "And how do you find reception of the BBC programs?"

V. Comparison of and Audience - Overlap between RIAS, VOA and BBC

LISTENING:

Trend comparisons of RIAS, VOA and BBC listening shows that the RIAS and VOA audience remained rather stable over the last year. BBC, however, reveals a statistically significant decrease in the size of its East Zone audience since 1955.

	RIAS		VOA		BBC	
	1955 (399)	1956 (500)	1955 (399)	1956 (500)	1955 (399)	1956 (500)
Total East Zone Radio Listeners						
Listen	58%	57%	65%	60%	55%	41%
Don't listen	42	43	35	40	45	59
	100%	100%	100%	100%	100%	100%

FREQUENCY OF LISTENING:

BBC listeners show the greatest improvement in frequency of listening for now 94 per cent listen at least several times a month to the BBC as against about three-quarters (74%) in 1955. While the overall frequency of listening by the BBC audience now equals that of the RIAS audience, RIAS listeners are more likely to be daily listeners.

	RIAS			VOA			BBC		
	1955 (231)	1956 (288)		1955 (258)	1956 (300)		1955 (218)	1956 (209)	
Daily	59%	53%		22%	15%		16%	26%	
Two to six times a week	19	28		30	45		32	43	
	86	96		74	89		74	94	
Once a week, several times a month	8	15		22	29		26	25	
Once a month or less	13	4		26	10		26	6	
Don't know	1	*		-	1		*	*	
	100%	100%		100%	100%		100%	100%	

* Less than one half of one per cent.

RECEPTION:

The BBC still seems to enjoy better reception conditions than RIAS or VOA, even though the VOA shows the greatest improvement in reception since last year.

	RIAS		VOA		BBC	
	1955 (231)	1956 (288)	1955 (258)	1956 (300)	1955 (218)	1956 (209)
No difficulties, clear reception	16%	24%	17%	30%	32%	49
Minor diturbances, I can hear nearly everything	21	20	29	34	41	29
Major disturbances, I can follow the program fairly well	27	36	28	28	19	18
Heavy disturbances, I can hear only little or hardly anything	36	20	26	8	8	4
Don't know	-	-	-	-	*	-
	100%	100%	100%	100%	100%	100%

AUDIENCE OVERLAP:

About eight out of 10 East Zone radio listeners hear the BBC, RIAS or the VOA either alone or in addition to one of the others. The most frequent combination is found to be listening to all three - VOA, RIAS, and BBC (24%). The same percentage appears for listening to RIAS and VOA (as part of the RIAS program). About one out of 10 East Zone radio listeners (9%) listens to BBC only, 7 per cent tune in to RIAS only and 6 per cent hear VOA only over West German stations.

* Less than one half of one per cent.

Since 1955 the percentage of those listening to RIAS, VOA and BBC doubled from 12 per cent to 24 per cent of the total radio audience in the East Zone.

	East Zone Radio Listeners at the West Berlin Industrial Fair 1955 (399)		East Zone Radio Listeners at the West Berlin Industrial Fair 1956 (500)	
Listeners to				
RIAS, VOA and BBC	12%		24%	
RIAS and VOA	39		24	
BBC and VOA	4		6	
BBC and RIAS	2	77%	3	79%
BBC only	5		9	
RIAS only	5		7	
VOA (over West German stations)	10		6	
Radio listeners (neither listening to RIAS, BBC, or VOA)	23		21	
	100%		100%	

VI. The East Zone Television Audience

ABOUT ONE OUT OF FOUR WATCHES DDR-TELEVISION ...

Viewing TV seems to be more popular in the East Zone than one might have expected, since 24 per cent claim they watch the programs of the "Deutsches Fernsehen," or DDR television.

"Do you sometimes watch programs of the 'German Television,' that is the DDR-Television

	East Zone Radio Listeners at the West Berlin Industrial Fair 1956 (500)
Yes	24%
No	76
	100%

TV AUDIENCE MAINLY CONSISTS OF INFREQUENT VIEWERS ...

While 22 per cent of the East Zone TV audience, or about 6 per cent of the total sample, say that they watch television at least several times a week, the preponderant group views the programs only about two to four times a month (42% of the TV audience or 10% of the total sample). An additional third of the TV audience (35%) watches television less than once a week. Thus a total of over three-quarters of the television audience (18% of the total sample) watch DDR television no oftener than once a week.

"Approximately how often do you watch the television programs?" (Asked of TV viewers only.)

	East Zone Radio Listeners at the West Berlin Industrial Fair 1956 (500)		East Zone TV Viewers at the West Berlin Industrial Fair 1956 (119)	
Daily	3%	6%	12%	22%
Two to six times a week	3		10	
Once a week or several times a month	10		42	
Once a month or less	8		35	
Don't know	*		1	
	24%		100%	

THREE-QUARTERS OF THE TV AUDIENCE WATCH OVER PRIVATE SETS ...

The question of whether the East Zone TV audience sees TV mostly on private sets or on Communist-controlled sets such as public, town, or community sets, or party-owned sets is, naturally, a very important one. A rather high percentage of the audience (73%) reported that they see TV on private television sets.

"Do you see the programs on a private television set, or on a town, community or party-owned set?"

	East Zone Radio Listeners at the West Berlin Industrial Fair 1956	East Zone TV Viewers at the West Berlin Industrial Fair 1956
Private set	17%	73%
Town, community or party-owned set	6	24
Both	1	3
	24%	100%

ABOUT FOUR OUT OF TEN TV VIEWERS ALSO RECEIVE WEST GERMAN TELEVISION PROGRAMS ...

Just about four out of ten television viewers (41%), who comprise more than half (59%) of those watching TV on a private set can also receive the West German television program in sound and picture.

"Do you see the programs on a private television set, or on a town, community or party-owned set?"

IF "Private set":
"Can you also receive the West German television program?" (IF "Yes": Only the sound, only the picture or both?)

	East Zone Radio Listeners at the West Berlin Industrial Fair 1956 (500)	East Zone TV Viewers at the West Berlin Industrial Fair 1956 (119)	TV Viewers On Private Set (87)
Yes, only the sound	-%	-%	-%
Yes, only the picture	1	3	5
Yes, both	10	41	59
No	6	29	36
	17%	73%	100%
Not asked (Controlled sets)		27	
		100%	

THREE OUT OF TEN EAST ZONE TV VIEWERS WATCH THE WEST GERMAN PROGRAM AT LEAST SEVERAL TIMES A MONTH ...

The frequency with which the East Zone television audience watches West German television programs compares favorably with the frequency with which East Zone programs are followed. Among the television viewers almost one-tenth (8%) watch the West German television program daily, while another 5 per cent watch several times a week and 16 per cent at least several times a month.

When East Zone residents watching the West German program are considered as a separate group (in order to permit comparison of frequency viewing East and West German TV), about three out of ten among them do so at least two to six times a week with another 36 per cent seeing the Western TV program once a week or several times a month.

"Do you see the programs on a private television set, or on a town, community or party-owned set?"

IF "Private set":
"Can you also receive the West German television program?" (IF "Yes": Only the sound, only the picture or both?)

IF "Yes, only the sound", "Yes, only the picture" or "Yes, both":
"Approximately how often do you watch the television programs from West Germany?"

	East Zone Radio Listeners at the West Berlin Industrial Fair 1956 (500)		East Zone TV Viewers at the West Berlin Industrial Fair 1956 (119)		East Zone Viewers of West German TV Program (52)	
Daily	2%		8%		16%	
Two to six times a week	1	7%	5	29%	13	65%
Once a week or several times a month	4		16		36	
Once a month or less	4		15		35	
No opinion	-		-		-	
	11%		44%		100%	
Not capable of receiving	6%		29%			
Not asked (controlled sets)	7		27			
	24%		100%			

VIEWERS OF WEST GERMAN TV FOUND MOST OFTEN IN BRANDENBURG ...

In keeping with previous findings on radio habits, population group comparisons reveal that more men, more better educated and more people up to 44 years of age belong to the TV audience than their counterpart groups.

When it comes to watching West German TV, viewers are more likely to be found among men, people up to 44 years of age and those living in cities from 2 - 99,999. Particularly noteworthy seems to be the finding that in Brandenburg about one-fifth (21%) watch the West German television program as against a mere 3 per cent watching only the DDR television program. In other words, the West German TV program has its largest audience in Brandenburg (21%) and its smallest audience in Sachsen (5%).

East Zone TV Audience

	Watch West German TV program	Watch only DDR TV program	Do not watch any TV	No. of cases
Total East Zone Radio Listeners	11%	13%	76%...100%	500
Sex:				
Men	14	13	73	227
Women	9	12	79	273
Education:				
Elementary school	10	12	78	311
Beyond elementary	14	15	71	189
Age:				
Up to 44 years	13	18	69	241
45 years and over	9	8	83	259
City Size:				
Up to 1,999	7	6	87	69
2,000 to 24,999	15	12	73	157
25,000 to 99,999	11	12	77	127
100,000 and over	9	18	73	147
Land:				
Brandenburg	21	3	76	75
Sachsen	5	17	78	161
Sachsen/Anhalt	12	15	73	124
Thueringen	11	9	80	79
Mecklenburg	12	13	75	61

A P P E N D I X

II. Listening Habits of the RIAS Audience

"Approximately how often do you listen to RIAS?"

	Daily	2-6 times a week	Once a week/ several times a month	Once a month or less	Don't know	No. of cases
East Zone RIAS Listeners	53%	28%	15%	4%	*%...100%	288
Sex:						
Men	50	29	15	5	1	130
Women	54	28	15	3	-	158
Education:						
Elementary school	54	27	16	3	*	183
Beyond elementary	51	31	12	6	-	105
Age:						
Up to 44 years	46	34	18	2	-	142
45 years and over	60	23	11	5	1	146
City Size:						
Up to 1,999	48	31	14	7	-	42
2,000 to 24,999	68	19	11	2	-	89
25,000 to 99,999	52	30	16	1	1	74
100,000 and over	42	35	17	6	-	83
Land:						
Brandenburg	74	19	5	2	-	64
Sachsen	48	30	15	6	1	97
Sachsen/Anhalt	41	37	18	4	-	67
Thueringen	55	25	20	-	-	36
Mecklenburg	42	29	25	4	-	24

"At what time of the day do you usually listen to RIAS?"

	In the morning	At noontime	In the evening	No. of cases
East Zone RIAS Listeners	27%	13%	72%...112%@	288
Sex:				
Men	27	13	73 ...113%@	130
Women	27	10	69 ...106%@	158
Education:				
Elementary school	26	14	73 ...113%@	183
Beyond elementary	27	12	69 ...108%@	105
Age:				
Up to 44 years	21	8	75 ...104%@	142
45 years and over	29	14	64 ...107%@	146
City Size:				
Up to 1,999	17	19	66 ...102%@	42
2,000 to 24,999	17	13	76 ...106%@	89
25,000 to 99,999	32	7	68 ...107%@	74
100,000 and over	32	10	63 ...105%@	83
Land:				
Brandenburg	25	9	76 ...110%@	64
Sachsen	31	14	62 ...107%@	97
Sachsen/Anhalt	21	7	76 ...104%@	67
Thueringen	17	14	69 ...100%	36
Mecklenburg	25	13	62 ...100%	24

@ Some respondents gave more than one answer.

"And over which wave length do you tune in?"

	Medium wave	F.M.	Long wave	Short wave	No. of cases
East Zone RIAS Listeners	75%	17%	8%	1%...101%©	288
Sex:					
Men	69	25	7	2 ...103%©	130
Women	81	10	8	1 ...100%	158
Education:					
Elementary school	78	13	7	2 ...100%	183
Beyond elementary	69	24	10	- ...103%©	105
Age:					
Up to 44 years	68	25	7	2 ...102%©	142
45 years and over	82	10	8	- ...100%	146
City Size:					
Up to 1,999	82	14	2	2 ...100%	42
2,000 to 24,999	75	19	6	- ...100%	89
25,000 to 99,999	70	22	7	1 ...100%	74
100,000 and over	78	12	14	1 ...105%©	83
Land:					
Brandenburg	90	8	2	- ...100%	64
Sachsen	66	21	13	2 ...102%©	97
Sachsen/Anhalt	64	32	4	- ...100%	67
Thueringen	90	-	9	1 ...100%	36
Mecklenburg	83	13	8	- ...104%©	24

"At what time of the day do you usually listen to RIAS? And over which wave length do you tune in?"

IF "Medium wave" mentioned:
"Which frequency?"

	RIAS 303 m	RIAS 407 m	RIAS 439 m	Localization according to dial position	Wrong wave length	No opinion/ No answer	Not asked	No. of cases
East Zone RIAS Listeners	12%	3%	1%	11%	4%	44%	25%...100%	288
Sex:								
Men	8	3	3	15	4	36	31	130
Women	15	1	-	8	5	51	20	158
Education:								
Elementary school	11	2	1	13	5	46	22	183
Beyond elementary	12	3	3	8	4	40	30	105
Age:								
Up to 44 years	13	3	1	8	4	39	32	142
45 years and over	11	1	1	14	6	49	18	146
City Size:								
Up to 1,999	14	-	-	17	2	48	19	42
2,000 to 24,999	11	2	1	11	4	44	27	89
25,000 to 99,999	8	3	1	7	5	46	30	74
100,000 and over	15	2	2	13	6	40	22	83
Land:								
Brandenburg	11	3	2	9	8	58	9	64
Sachsen	10	3	2	10	3	38	34	97
Sachsen/Anhalt	12	-	1	9	3	39	36	67
Thueringen	19	-	-	22	6	39	14	36
Mecklenburg	8	4	-	13	4	54	17	24

© Some respondents listened over more than one wave length.

"When you consider these programs of RIAS, what difficulties do you experience in following these RIAS programs via F.M.?"

	No difficulties	Minor disturbances	Major disturbances	Heavy disturbances	No opinion	No. of cases
East Zone RIAS Listeners	12%	3%	1%	1%	83%...100%	288
Sex:						
Men	16	5	2	1	76	130
Women	8	1	-	1	90	158
Education:						
Elementary school	9	2	2	-	87	183
Beyond elementary	16	5	-	2	77	105
Age:						
Up to 44 years	18	4	1	1	76	142
45 years and over	6	2	1	-	91	146
City Size:						
Up to 1,999	12	-	2	-	86	42
2,000 to 24,999	11	3	2	1	83	89
25,000 to 99,999	16	5	-	-	79	74
100,000 and over	9	2	-	1	88	83
Land:						
Brandenburg	5	2	-	-	93	64
Sachsen	15	3	2	1	79	97
Sachsen/Anhalt	23	7	1	-	69	67
Thueringen	-	-	-	-	100	36
Mecklenburg	8	-	-	4	88	24

"When you consider these programs of RIAS, what difficulties do you experience in following these RIAS programs via medium wave?"

	No difficulties	Minor disturbances	Major disturbances	Heavy disturbances	No opinion	No. of cases
East Zone RIAS Listeners	10%	14%	33%	17%	26%...100%	288
Sex:						
Men	9	14	30	16	31	130
Women	11	14	35	18	22	158
Education:						
Elementary school	13	14	32	17	24	183
Beyond elementary	5	14	34	16	31	105
Age:						
Up to 44 years	6	15	32	13	34	142
45 years and over	14	14	33	21	18	146
City Size:						
Up to 1,999	12	19	21	29	19	42
2,000 to 24,999	13	16	33	10	28	89
25,000 to 99,999	9	14	28	18	31	74
100,000 and over	6	11	42	18	23	83
Land:						
Brandenburg	25	25	37	5	8	64
Sachsen	3	6	33	22	36	97
Sachsen/Anhalt	4	12	30	18	36	67
Thueringen	11	22	39	11	17	36
Mecklenburg	12	12	17	38	21	24

"How is the reception of RIAS lately, let's say, during the past six months: Has it improved, worsened or is it unchanged? (Somewhat or very much improved? Somewhat or very much worsened?)"

	Very much improved	Some-what improved	Un changed	Some-what worse	Very much worse	No opinion	No. of cases
East Zone RIAS Listeners	6%	14%	48%	16%	16%.	*%...100%	288
Sex:							
Men	5	12	52	16	15	-	130
Women	6	16	45	15	17	1	158
Education:							
Elementary school	4	15	50	15	16	*	183
Beyond elementary	10	13	45	17	15	-	105
Age:							
Up to 44 years	8	17	47	16	12	-	142
45 years and over	4	12	49	15	19	1	146
City Size:							
Up to 1,999	5	5	61	5	24	-	42
2,000 to 24,999	5	21	50	12	11	1	89
25,000 to 99,999	3	15	47	17	18	-	74
100,00 and over	11	11	40	23	15	-	83
Land:							
Brandenburg	6	23	47	13	11	-	64
Sachsen	4	13	43	20	19	1	97
Sachsen/Anhalt	7	6	51	21	15	-	67
Thueringen	6	22	58	11	3	-	36
Mecklenburg	8	4	50	-	38	-	24

"Considering the situation in the East Zone and your wish to be informed about the events in the Free World: Which radio station do you think is better as a source of information - RIAS or the station 'Freies Berlin'?"

	RIAS	SFB	Both equally good	Both equally bad	No opinion	No. of cases
East Zone RIAS Listeners	47%	19%	25%	*%	9%...100%	288
Sex:						
Men	49	19	22	-	10	130
Women	44	18	28	1	9	158
Education:						
Elementary school	47	19	24	-	10	183
Beyond elementary	46	18	27	1	8	105
Age:						
Up to 44 years	44	20	27	1	8	142
45 years and over	50	17	23	-	10	146
City Size:						
Up to 1,999	36	12	35	-	17	42
2,000 to 24,999	49	20	24	-	7	89
25,000 to 99,999	44	26	23	-	7	74
100,000 and over	52	13	23	1	11	83
Land:						
Brandenburg	55	23	17	-	5	64
Sachsen	50	17	24	*	9	97
Sachsen/Anhalt	42	21	28	-	9	67
Thueringen	44	6	36	-	14	36
Mecklenburg	33	25	25	-	17	24

* Less than one half of one per cent.

"Now that the station 'Freies Berlin' is in operation, do you feel that RIAS continues to be just as necessary for the East Zone as it was before, is it not quite as necessary as before, or do you consider it to be entirely unnecessary now?"

	As necessary as before	Not quite as necessary as before	Entirely un-necessary	No opinion	No. of cases
East Zone RIAS Listeners	87%	7%	2%	4%...100%	288
Sex:					
Men	86	8	4	2	130
Women	88	6	1	5	158
Education:					
Elementary school	87	7	2	4	183
Beyond elementary	88	7	2	3	105
Age:					
Up to 44 years	86	9	3	2	142
45 years and over	89	5	1	5	146
City Size:					
Up to 1,999	86	12	2	-	42
2,000 to 24,999	89	6	1	4	89
25,000 to 99,999	85	8	3	4	74
100,000 and over	89	5	2	4	83
Land:					
Brandenburg	90	8	-	2	64
Sachsen	87	7	1	5	97
Sachsen/Anhalt	87	6	3	4	67
Thueringen	94	3	-	3	36
Mecklenburg	75	12	13	-	24

III. Listeners to VOA

"Do you occasionally listen to the programs of the 'Voice of America'?"

	Yes	No	No. of cases
East Zone Radio Listeners	60%	40%...100%	500
Sex:			
Men	65	35	227
Women	56	44	273
Education:			
Elementary school	59	41	311
Beyond elementary	62	38	189
Age:			
Up to 44 years	63	37	241
45 years and over	57	43	259
City Size:			
Up to 1,999	62	38	69
2,000 to 24,999	61	39	157
25,000 to 99,999	52	48	127
100,000 and over	66	34	147
Land:			
Brandenburg	79	21	75
Sachsen	61	39	161
Sachsen/Anhalt	51	49	124
Thueringen	61	39	79
Mecklenburg	51	49	61

"Approximately how often do you tune it in?"

	Daily	2-6 times a week	Once a week/ several times a month	Once a month or less	Don't know	No. of cases
East Zone VOA Listeners	15%	45%	29%	10%	1%...100%	300
Sex:						
Men	14	45	30	10	1	147
Women	17	45	28	9	1	153
Education:						
Elementary school	20	45	27	7	1	182
Beyond elementary	8	46	32	14	-	118
Age:						
Up to 44 years	12	47	28	13	-	152
45 years and over	19	43	31	6	1	148
City Size:						
Up to 1,999	16	35	40	9	-	43
2,000 to 24,999	19	46	25	9	1	96
25,000 to 99,999	15	46	30	9	-	66
100,000 and over	12	48	28	11	1	95
Land:						
Brandenburg	34	42	19	5	-	59
Sachsen	10	46	31	11	2	99
Sachsen/Anhalt	8	55	29	8	-	63
Thueringen	17	37	31	15	-	48
Mecklenburg	10	38	42	10	-	31

"Do you hear it over RIAS, Radio Munich, or some other radio station?"

	RIAS	Radio Munich	Some other radio station	Don't know	No. of cases
East Zone VOA Listeners	72%	11%	12%	5%...100%	300
Sex:					
Men	73	12	12	3	147
Women	72	9	12	7	153
Education:					
Elementary school	77	8	11	4	182
Beyond elementary	65	13	15	7	118
Age:					
Up to 44 years	72	11	11	6	152
45 years and over	71	10	14	5	148
City Size:					
Up to 1,999	80	9	9	2	43
2,000 to 24,999	74	12	9	5	96
25,000 to 99,999	75	8	9	8	66
100,000 and over	66	12	17	5	95
Land:					
Brandenburg	95	-	3	2	59
Sachsen	70	16	7	7	99
Sachsen/Anhalt	81	3	14	2	63
Thueringen	54	19	19	8	48
Mecklenburg	48	13	29	10	31

"And how is the reception of the 'Voice of America'?" (CARD)

A - No difficulties, clear reception
B - Minor disturbances, I can hear everything
C - Major disturbances, but I can follow the program fairly well
D - Heavy disturbances, I can hear only little or hardly anything

	A	B	C	D	No. of cases
East Zone VOA Listeners	30%	34%	28%	8%...100%	300
Sex:					
Men	34	34	25	7	147
Women	25	35	31	9	153
Education:					
Elementary school	28	38	26	8	182
Beyond elementary	32	29	31	8	118
Age:					
Up to 44 years	30	29	33	8	152
45 years and over	30	40	22	8	148
City Size:					
Up to 1,999	28	28	37	7	43
2,000 to 24,999	30	40	24	6	96
25,000 to 99,999	33	29	35	3	66
100,000 and over	28	37	21	14	95
Land:					
Brandenburg	34	42	24	-	59
Sachsen	26	32	24	18	99
Sachsen/Anhalt	40	28	30	2	63
Thueringen	25	38	33	4	48
Mecklenburg	23	35	32	10	31

IV. BBC Listeners

"Do you also listen to 'Radio London', the German program of the BBC?"

	Yes	No	No. of cases
East Zone Radio Listeners	41%	59%...100%	500
Sex:			
Men	55	45	227
Women	30	70	273
Education:			
Elementary school	36	64	311
Beyond elementary	53	47	189
Age:			
Up to 44 years	43	57	241
45 years and over	40	60	259
City Size:			
Up to 1,999	36	64	69
2,000 to 24,999	40	60	157
25,000 to 99,999	42	58	127
100,000 and over	46	54	147
Land:			
Brandenburg	37	63	75
Sachsen	50	50	161
Sachsen/Anhalt	38	62	124
Thueringen	38	62	79
Mecklenburg	41	59	61

"Approximately how often do you listen to Radio London?"

	Daily	2-6 times a week	Once a month/ several times a month	Once a month or less	Don't know	No. of cases
East Zone BBC Listeners	26%	43%	25%	6%	*%...100%	209
Sex:						
Men	28	43	24	3	2	126
Women	23	42	25	10	-	83
Education:						
Elementary school	24	44	25	5	2	110
Beyond elementary	27	42	24	7	-	99
Age:						
Up to 44 years	19	51	27	3	-	105
45 years and over	33	34	22	9	2	104
City Size:						
Up to 1,999	24	44	32	-	-	25
2,000 to 24,999	22	41	26	11	-	63
25,000 to 99,999	30	42	22	6	-	54
100,000 and over	26	46	23	3	2	67
Land:						
Brandenburg	18	32	36	14	-	28
Sachsen	35	43	18	3	1	79
Sachsen/Anhalt	23	45	21	9	2	47
Thueringen	20	47	30	3	-	30
Mecklenburg	16	48	32	4	-	25

* Less than one half of one per cent.

"At what time(s) of the day do you usually listen to Radio London?"

	In the morning/ before 0700 to 1300 hours	In the afternoon/ 1300 to 1900 hours	In the evening/ 1900 to after 2200 hours	No. of cases
East Zone BBC Listeners	16%	2%	96%...114%Q	209
Sex:				
Men	10	2	91 ...103%Q	126
Women	24	2	80 ...106%Q	83
Education:				
Elementary school	21	2	82 ...105%Q	110
Beyond elementary	9	3	91 ...103%Q	99
Age:				
Up to 44 years	13	4	86 ...103%Q	105
45 years and over	17	1	88 ...106%Q	104
City Size:				
Up to 1,999	20	-	88 ...108%Q	25
2,000 to 24,999	13	3	84 ...100%	63
25,000 to 99,999	22	4	87 ...113%Q	54
100,000 and over	9	2	89 ...100%	67
Land:				
Brandenburg	18	-	82 ...100%	28
Sachsen	16	3	87 ...106%Q	79
Sachsen/Anhalt	13	-	92 ...105%Q	47
Thueringen	17	3	87 ...107%Q	30
Mecklenburg	12	8	80 ...100%	25

"To which program of Radio London do you usually listen?"

	News Service	Program for the Soviet Zone	Political comments	Quiz/ other entertainment	Broadcasts about England	Other programs	No opinion	No. of cases
East Zone BBC Listeners	73%	37%	35%	18%	6%	12%	5%..186%Q	209
Sex:								
Men	76	37	42	13	6	13	3 ..190%Q	126
Women	68	37	25	27	6	10	8 ..181%Q	83
Education:								
Elementary school	71	30	28	16	2	11	5 ..163%Q	110
Beyond elementary	75	45	43	21	11	12	5 ..212%Q	99
Age:								
Up to 44 years	73	43	33	27	10	14	4 ..204%Q	105
45 years and over	72	31	37	10	3	9	7 ..169%Q	104
City Size:								
Up to 1,999	84	28	44	12	-	16	- ..184%Q	25
2,000 to 24,999	70	33	25	18	2	5	11 ..164%Q	63
25,000 to 99,999	65	39	41	30	7	11	2 ..195%Q	54
100,000 and over	78	43	37	12	12	15	3 ..200%Q	67
Land:								
Brandenburg	61	25	29	32	7	7	7 ..168%Q	28
Sachsen	73	42	31	9	4	15	4 ..178%Q	79
Sachsen/Anhalt	72	47	41	26	15	4	6 ..211%Q	47
Thueringen	86	27	40	20	-	17	3 ..193%Q	30
Mecklenburg	68	28	40	16	4	12	8 ..176%Q	25

Q Some respondents listened to more than one program.

"And how is the reception of Radio London?"

	No difficulties	Minor disturbances	Major disturbances	Heavy disturbances	No. of cases
East Zone BBC Listeners	49%	29%	18%	4%...100%	209
Sex:					
Men	54	28	15	3	126
Women	40	31	23	6	83
Education:					
Elementary school	53	21	21	5	110
Beyond elementary	43	38	15	4	99
Age:					
Up to 44 years	49	31	18	2	105
45 years and over	47	28	18	7	104
City Size:					
Up to 1,999	56	28	8	8	25
2,000 to 24,999	44	35	18	3	63
25,000 to 99,999	61	15	20	4	54
100,000 and over	38	37	20	5	67
Land:					
Brandenburg	47	39	14	-	28
Sachsen	48	26	18	8	79
Sachsen/Anhalt	56	17	23	4	47
Thueringen	47	40	13	-	30
Mecklenburg	40	36	20	4	25

VI. The East Zone Television Audience

"Do you sometimes watch programs of the German Television, that is the DDR television?"

	Yes	No	No. of cases
East Zone Radio Listeners	24%	76%...100%	500
Sex:			
Men	27	73	227
Women	20	80	273
Education:			
Elementary school	21	79	311
Beyond elementary	29	71	189
Age:			
Up to 44 years	31	69	241
45 years and over	18	82	259
City Size:			
Up to 1,999	13	87	69
2,000 to 24,999	27	73	157
25,000 to 99,999	23	77	127
100,000 and over	27	73	147
Land:			
Brandenburg	24	76	75
Sachsen	23	77	161
Sachsen/Anhalt	27	73	124
Thueringen	20	80	79
Mecklenburg	25	75	61

"Approximately how often do you watch the television program?"

	Daily	2-6 times a week	Once a week or several times a month	Once a month or less	Don't know	No. of cases
East Zone TV Viewers	12%	10%	42%	35%	1%...100%	119
Sex:						
Men	13	13	40	34	-	62
Women	10	7	44	37	2	57
Education:						
Elementary school	12	12	37	39	-	65
Beyond elementary	11	7	48	32	2	54
Age:						
Up to 44 years	10	8	45	36	1	74
45 years and over	16	13	38	33	-	45
City Size:						
Up to 1,999	-	22	56	22	-	9
2,000 to 24,999	14	10	31	35	-	42
25,000 to 99,999	21	7	38	34	-	29
100,000 and over	5	11	54	28	2	39
Land:						
Brandenburg	22	17	28	28	5	18
Sachsen	11	8	50	31	-	36
Sachsen/Anhalt	12	3	41	44	-	34
Thueringen	12	12	38	38	-	16
Mecklenburg	-	20	47	33	-	15

"Do you see the programs on a private television set, or on a town, community or party-owned set?"

	Private set	Town, community or party-owned set	Both	No. of cases
East Zone TV Viewers	73%	24%	3%...100%	119
Sex:				
Men	76	19	5	62
Women	70	28	2	57
Education:				
Elementary school	74	23	3	65
Beyond elementary	72	24	4	54
Age:				
Up to 44 years	72	25	3	74
45 years and over	76	20	4	45
City Size:				
Up to 1,999	78	11	11	9
2,000 to 24,999	88	10	2	42
25,000 to 99,999	79	21	-	29
100,000 and over	51	44	5	39
Land:				
Brandenburg	94	-	6	18
Sachsen	53	44	3	36
Sachsen/Anhalt	82	18	-	34
Thueringen	75	19	6	16
Mecklenburg	73	20	7	15

"Do you see the programs on a private television set, or on a town, community or party-owned set?"

IF "Private set":
"Can you also receive the West German television program?" (IF "Yes": Only the sound, only the picture, or both?)

	Yes, only the sound	Yes, only the picture	Yes, both	No, cannot receive	No opinion	Not asked	No. of cases
East Zone TV Viewers	-%	3%	41%	25%	4%	27%...100%	119
Sex:							
Men	-	5	44	22	5	24	62
Women	-	2	37	28	3	30	57
Education:							
Elementary school	-	3	39	26	6	26	65
Beyond elementary	-	4	42	24	2	28	54
Age:							
Up to 44 years	-	4	35	29	4	28	74
45 years and over	-	2	49	20	5	24	45
City Size:							
Up to 1,999	-	11	33	34	-	22	9
2,000 to 24,999	-	2	50	29	7	12	42
25,000 to 99,999	-	-	48	24	7	21	29
100,000 and over	-	5	26	20	-	49	39
Land:							
Brandenburg	-	6	78	5	5	6	18
Sachsen	-	-	22	31	-	47	36
Sachsen/Anhalt	-	6	38	29	9	18	34
Thueringen	-	6	44	19	6	25	16
Mecklenburg	-	-	40	33	-	27	15

"Do you see the programs on a private television set, or on a town, community or party-owned set?"

IF "Private set":
"Can you also receive the West German television program?" (IF "Yes": Only the sound, only the picture, or both?)

IF "Only the sound," "Only the picture" or "Both":
"Approximately how often do you watch the television programs from West Germany?"

	Daily	2-6 times a week	Once a week or several times a month	Once a month or less	Not asked	No. of cases
East Zone TV Viewers	8%	5%	16%	15%	56%...100%	119
Sex:						
Men	5	8	20	16	51	62
Women	11	2	12	14	61	57
Education:						
Elementary school	6	5	16	15	58	65
Beyond elementary	9	6	16	15	54	64
Age:						
Up to 44 years	7	6	13	13	61	74
45 years and over	9	4	20	18	49	45
City Size:						
Up to 1,999	-	11	11	22	56	9
2,000 to 24,999	7	7	14	24	48	42
25,000 to 99,999	17	3	14	14	52	29
100,000 and over	3	3	20	5	69	39
Land:						
Brandenburg	22	6	22	34	16	18
Sachsen	3	3	5	11	78	36
Sachsen/Anhalt	9	5	15	15	56	34
Thueringen	6	6	25	13	50	16
Mecklenburg	-	7	27	6	60	15

COMPOSITION OF AUDIENCE

	RIAS		VOA		BBC	
	1955 (231)	1956 (288)	1955 (258)	1956 (300)	1955 (218)	1956 (209)
Sex:						
Men	62%	45%	61%	49%	67%	60%
Women	38	55	39	51	33	40
	100%	100%	100%	100%	100%	100%
Education:						
Elementary school	55%	64%	53%	61%	50%	53%
Beyond elementary	45	36	47	39	50	47
	100%	100%	100%	100%	100%	100%
Age:						
Up to 24 years	22%	13%	20%	12%	25%	12%
25 to 34 years	24	18	23	18	29	20
35 to 44 years	14	19	13	21	14	19
45 to 54 years	22	21	24	23	19	23
55 to 64 years	13	19	15	17	9	18
65 years and over	5	10	5	9	4	8
	100%	100%	100%	100%	100%	100%
Occupation:						
Professionals	11%	11%	10%	14%	11%	17%
Businessmen	8	16	9	18	9	20
White-collar workers	16	14	16	15	16	13
Skilled laborers	19	10	17	9	20	13
Semi-skilled laborers	4	6	5	6	5	7
Domestic service	3	3	2	3	1	2
Farmers; farmhands	3	6	4	5	5	4
Housewives	21	22	21	18	15	14
Unemployed	-	-	-	-	-	-
Pensioners; retired	3	10	4	9	4	7
Students; pupils, apprentices	12	2	12	3	14	3
	100%	100%	100%	100%	100%	100%
City Size:						
Up to 1,999	13%	15%	14%	14%	12%	12%
2,000 to 4,999	9	8	9	8	7	5
5,000 to 9,999	14	9	13	10	11	10
10,000 to 24,999	12	14	11	14	10	15
25,000 to 49,999	12	14	12	13	14	13
50,000 to 99,999	5	11	5	9	8	13
100,000 and over	35	29	36	32	38	32
	100%	100%	100%	100%	100%	100%
Land:						
Brandenburg	25%	22%	21%	20%	13%	13%
Sachsen	29	34	30	33	34	38
Sachsen/Anhalt	22	23	21	21	24	23
Thueringen	14	13	16	16	17	14
Mecklenburg	10	8	12	10	12	12
	100%	100%	100%	100%	100%	100%

COMPOSITION OF SAMPLE

	No. of cases	Percentage
Sex:		
Men	227	45
Women	273	55
	500	100
Age:		
Up to 24 years	58	12
25 to 34 years	91	18
35 to 44 years	92	18
45 to 54 years	120	24
55 years and over	139	28
	500	100
Education:		
Elementary school	311	62
Beyond elementary	189	38
	500	100
Occupation:		
Professionals	56	11
Businessmen	77	15
White-collar workers	73	15
Skilled laborers	52	10
Semi-skilled laborers	30	6
Domestic service	19	4
Farmers; farmhands	24	5
Housewives	107	21
Pensioners; retired	48	10
Students; pupils, apprentices	14	3
	500	100
Land:		
Brandenburg	75	15
Sachsen	161	32
Sachsen/Anhalt	124	25
Thueringen	79	16
Mecklenburg	61	12
	500	100
City Size:		
Up to 1,999	69	14
2,000 to 24,999	157	31
25,000 to 99,999	127	25
100,000 and over	147	30
	500	100

UNIVERSITY OF ILLINOIS-URBANA
3 0112 077849344